

## ABSTRACT OF THE DISCLOSURE

A liquid crystal display device includes a first substrate, a second substrate opposing the first substrate, a liquid crystal layer provided in a gap between the first substrate and the second substrate, and a temperature adjustment member formed on the first substrate and/or the second substrate. The panel temperature  $T$  ( $^{\circ}\text{C}$ ) of the liquid crystal display device is controlled to be equal to or greater than  $T_{\text{NI}}-65$  and less than or equal to  $T_{\text{NI}}-15$ , where  $T_{\text{NI}}$  ( $^{\circ}\text{C}$ ) is the nematic-isotropic phase transition temperature of the liquid crystal composition of the liquid crystal layer.